

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer system for requesting advertisements to be placed along with content on behalf of an advertiser in association with a keyword, comprising:

a plurality of advertisement generators that each use a different algorithm to automatically generate at least one advertisement to be included in an advertisement set for the advertiser and the keyword, each algorithm specifying at least one creative aspect of a respective advertisement generated for the advertiser and the keyword, each generated advertisement set having at least one ~~[[a]]~~ different advertisement; ~~for the advertiser and the keyword~~;

a fee calculator that calculates fee amounts for each of the advertisement sets generated by the advertisement generators based on anticipated profitability of the advertisement sets;

an advertisement manager that:

receives from the advertisement generators the generated advertisement sets,

receives from the fee calculator a fee amount for each of the generated advertisement sets,

determines whether an advertisement set is currently submitted to an advertisement placement service for the keyword, and

when an advertisement set is not currently submitted to the advertisement placement service for the keyword, selects one of the generated advertisement sets for submission to the advertisement placement service; and

an advertisement submitter that, when an advertisement set is not currently submitted to the advertisement placement service for the keyword:

receives from the advertisement manager the selected advertisement set and the fee amount for the selected advertisement set, and

sends to the advertisement placement service a request to place the selected advertisement set along with content associated with the keyword at the fee amount of the selected advertisement set.

2. (Original) The computer system of claim 1 wherein the fee amount is a bid for an auction.

3. (Canceled)

4 (Currently Amended) The computer system of claim 1 wherein the advertisement manager selects the advertisement set based at least in part on a determined analysis of the likelihood of users selecting the advertisement of the advertisement set when [[it]] the advertisement is placed along with the content associated with the keyword.

5. (Canceled)

6. (Previously Presented) The computer system of claim 1 including multiple advertisement submitters where each advertisement submitter is associated with an advertisement placement service.

7. (Previously Presented) The computer system of claim 1 including a database containing statistics relating to placements of advertisements and wherein the fee calculator determines anticipated profitability based on analysis of the statistics.

8. (Original) The computer system of claim 7 wherein the statistics include average cost-per-click of an advertisement and average revenue-per-click.

9. (Currently Amended) A method in a computer system for placing advertisements, the method comprising:

automatically generating at least one advertisement for each of a plurality of advertisement sets using a different algorithm for each advertisement set, each algorithm specifying at least one creative aspect of the at least one advertisement generated by that algorithm, each advertisement set being generated for the same advertiser and the same keyword, ~~each advertisement set specifying an~~ and specifying at least one automatically generated advertisement, the keyword, and a bid amount;

determining whether an advertisement set is currently submitted to an advertisement placement service for the keyword;

when an advertisement set is not currently submitted to the advertisement placement service for the keyword,

selecting one of the ~~generated~~ advertisement sets for submission to the advertisement placement service;

submitting to the advertisement placement service a request to place the at least one advertisement specified by the selected advertisement set;

analyzing the effectiveness of the placed advertisement, the effectiveness of the placed advertisement being based on at least financial benefit of placing the advertisement; and

subsequently selecting advertisement sets for placement of advertisements based on the analysis, so that the selected advertisement set does not conflict with an advertisement set that is currently submitted to the advertisement placement service for the keyword.

10. (Previously Presented) The method of claim 9 wherein the effectiveness of the placed advertisement is based on profit resulting from a user selecting the advertisement.

11. (Previously Presented) The method of claim 9 wherein the advertisement placement service places the advertisements with search results associated with a search term matching the keyword.

12. (Previously Presented) The method of claim 9 wherein the advertisement placement service places the advertisement with content associated with a keyword that matches the keyword of the selected advertising set.

13. (Previously Presented) The method of claim 9 including calculating the bid amount based on advertising metrics.

14. (Previously Presented) The method of claim 13 wherein the bid amount is adjusted based on advertising metrics.

15. (Canceled)

16. (Currently Amended) The method of claim [[15]] 2 wherein the advertisement set is selected based on effectiveness of the advertisement generator that generated the advertisement sets.

17. (Original) The method of claim 9 including calculating the bid amount based on a profit-based algorithm.

18. (Original) The method of claim 9 including calculating the bid amount based on a revenue-based algorithm.

19. (Original) The method of claim 9 wherein the advertisement placement service is a search engine service.

20. (Original) The method of claim 9 including filtering the generated advertisement sets based on frequency of keywords.

21. (Original) The method of claim 9 including filtering the generated advertisement sets based on desirability of keywords.

Claims 22-34. (Cancelled)

35. (New) A computer program product embedded in a computer-readable medium and including instructions for placing advertisements, comprising:

program code for automatically generating at least one advertisement for each of a plurality of advertisement sets using a different algorithm for each advertisement set, each algorithm specifying at least one creative aspect of the at least one advertisement generated by that algorithm, each advertisement set being generated for the same advertiser and the same keyword and specifying at least one automatically generated advertisement, the keyword, and a bid amount;

program code for determining whether an advertisement set is currently submitted for the keyword;

program code for, when an advertisement set is not currently submitted for the keyword, submitting a request to specifying a selected advertisement set for the keyword;

program code for analyzing an effectiveness of the submitted advertisement set based at least in part upon a financial benefit of placing the advertisement; and

program code for subsequently selecting an advertisement set to be submitted for the keyword based on the analyzing.